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| **ASSUMPTIONS**   * Adoption of the technology by consumers. * Corporations will push their employees to use it via incentives. * People will move away from insurance providers if it saves them money. | | | |
| **Stakeholders**  **(Who?)** | **Initiatives**  **(What?)** | **Value Proposition**  **(Why?)** | **Beneficiaries**  **(For Whom?)** |
| * Consumers * Corporations * Cash Doctor * Student team * Healthcare Providers | * Developers develop a mobile app. * Acquirers start and support mobile app project * All healthcare information should be shared through this app by customers/users * Corporations incentivize employees to share healthcare information * Providers provide healthcare information. * Customers/users search for healthcare information. | * Functional and attractive mobile app. * Ability to search and share healthcare information. * To create user motivation to share healthcare information * To have abundant availability of information * Healthcare Transparency and ease of access. * Saving people money and time by allowing them to choose from various options for medical treatment. * Empowering the customer by lowering the cost of medical treatment. | * Consumers * Corporations * Cash Doctor * Student team * Healthcare Providers |
| **Cost** | | **Benefits** | |
| * Development time (in person-hours) * Hardware * Software * Network * Maintenance * Miscellaneous | | * Consumers and corporations save money * Consumers have access to healthcare, information, and networks (intangible) * Doctors make more money * Usage   + Registered users   + Downloads   + Rate of access   + Rate of sharing * Time saved in finding coverage | |



